40. (Amended) A control template, adapted for insertion into a template reader having an independent storage means, said template reader for use in a context sensitive service provision system for providing a desired service from a plurality of like services each having an attribute depending upon a context of said each service, the control template comprising:

a user selectable control icon; and

storage means for storing a plurality of data items associated with said icon, each said data item incorporating contextual information associated with a context of a corresponding one of said like services.

51. (New) A control template, adapted for insertion into a template reader connected to an environment for use in a context sensitive service provision system for providing a desired service from a plurality of like services each having an attribute depending upon a context of said plurality of like services, the environment having an independent storage means comprising an additional contextual information, the control template comprising:

a user selectable control icon; and

storage means for storing a plurality of data items associated with said control icon, each of said plurality of data items incorporating contextual information associated with a context of a corresponding one of said plurality of like services,

wherein the contextual information and the additional contextual information instigate a request for at least one of said plurality of like services.

